To: 1240 - New Jersey Chain (RHODEF), 1200 - New York Region (SCULLYA)
From: DDA:MSMAIL=rjrws/rjrpo4/1000; O=rjrem; P=wsx400; A=rjr; C=us
Posted: 8/8/96 12:41
Opened: 8/8/96 12:41
Subject: FW: CUSTOMER PROFILES

All of these are on the same profile and it is the wrong one. Sometime during the year, I received a profile on Jim McGuire (probably had a meeting or attended an event with Dave) and it is on the correct profile. I only need Jim & Perry's put on the new form. I've attached the profile on McGuire that I received earlier this year and a copy of the new form.

[[MCGUIR.DOC : 1802 in MCGUIR.DOC]][[PROFILE.DOT : 1803 in PROFILE.DOT]]

Thanks & sorry for the confusion,
Deb

From: 1240
To: 1000
Subject: CUSTOMER PROFILES
Date: Wednesday, June 26, 1996 4:00PM

[[PRFIL2VL.DOC : 1801 in PRFIL2VL.DOC]] [[PRFIL1VL.DOC : 1800 in PRFIL1VL.DOC]] [[PRFILTC.DOC : 1799 in PRFILTC.DOC]]
Dear Debbie:

Attached are 1996 Vantage Championship Customer Profiles for:

James McGuire - Twin County Grocers
Perry Sumas - Village Supermarkets
James Sumas - Village Supermarkets

Fran / 1240

51853 1554

Source: https://www.industrydocuments.ucsf.edu/docs/fhmn0000

Name: **Jim McGuire** **Title:** Group VP Operations

Account Overview

Twin County Grocers
145 Talmadge Road
Edison, NJ 08818

Telephone: (908) 287-4600
FAX: (908) 248-8099

- Trading Area: CT, NY and NJ
- Type of Operation: Wholesale Grocer/Co-op
- Number of Company-Owned Retail Outlets: N/A
- If Wholesale Operation, Number of Retail Outlets Served: N/A
- If Wholesale Operation, Major Chains/Group Stores Supplied: 188 (Co-op).
- Major Competitors: Wakefern Co-op, Pathmark, Grand Union

History of Chain/Account

- Twin County Grocers, Inc., was formed by Foodtown Supermarket owners in 1944. Further growth required the Co-op to move to a larger facility in Linden, NJ (1950). A new distribution center built in Edison, NJ in 1968 services 50 member groups and 183 stores, with annual sales exceeding $1 billion dollars.

Business Profile

Direct Account (Yes/No): Yes **EFT (Yes/No/NA):** Yes **% EFT:** 100
Focus Status: Plan B
If not direct, major cigarette supplier:

- Twin County - RJR volume (cs): 1993 -23.7% (5,242); 1994 -3.9% (5,039); 1995 -7.4% (4,662)
- RJR case shipment decline due to highly competitive trading area, overall member stores decline in aggressively merchandising cigarettes, member stores purchasing cigarettes outside of Co-op.

Merchandising Profile

General Comments

- Member stores participate in various RJR self-service, non self-service carton/pack programs.

Personal

Spouse: Betty **Address:** 43 John Street
Ridgewood, NJ 07450

Interests: Golf, basketball, refereeing and volunteering for Covenant House

- Graduated Fordham University in 1963, Masters in Business in 1972
- Jim and his wife Betty have 4 children
- Began career in food industry in 1963 with Grand Union Co. Held various managerial positions during 18 years, the last being that of VP. Joined Twin County Grocers in 1980
- Named "Man of the Year" by the Catholic Institute of the Food Industry in 1984
- Active volunteer for Covenant House and Chairman of their Annual Food Industry for Covenant House Golf and Tennis Outing
- Active in food industry organizations
- Member of the Knights of Columbus

6/96

51853 1555

Source: https://www.industrydocuments.ucsf.edu/docs/fhmn0000

Name: **Perry Sumas** **Title:** President

Account Overview

Village Supermarkets
733 Mountain Avenue
Springfield, NJ 07081

Telephone: (201) 467-2200
FAX: (201)-467-6582

- Trading Area: NJ and PA
- Type of Operation: Supermarkets
- Number of Company-Owned Retail Outlets: 19
- If Wholesale Operation, Number of Retail Outlets Served: N/A
- If Wholesale Operation, Major Chains/Group Stores Supplied: N/A
- Major Competitors: Pathmark, Acme, Foodtown, A&P and Grand Union

History of Chain/Account

- Chain founded as single store in 1938. Original founding member of Shop Rite Co-op which now numbers 178 high volume supermarkets located in NJ, NY, PA, DE, and CT.
- The company also owns a Shop Rite group of 7 stores located in Southern New Jersey - Starn's Shop Rite.
- In 1992, with a dramatic decline in net earnings due to the recession and increased competition, Village closed one store and sold off one store.
- Shop Rite as a store group is the number one grocery retailer in this market.

Business Profile

Direct Account (Yes/No): No **EFT (Yes/No/NA):** N/A **% EFT:** N/A
Focus Status: N/A
If not direct, major cigarette supplier: Wakefern Food Corporation

- Although most stores do not display, advertise or participate in cigarette contractual programs, this chain averages sales of 500+ cartons per week.
- Robert and James Sumas are extremely active in the operation of their supplier, food co-op Wakefern. Both individuals sit on the board and buying committees.
- Average weekly ACV - $450,000

Merchandising Profile

General Comments

- Signed NSS Carton contract and SDI Savings Display contract 2/95 (NSL2A). Retail Partner retail accrual match contract.
- The original Village Group of stores does not merchandise single packs. Packs are sold from vending machines. A number of presentations have been made with regard to this issue.
- Recently purchased, Starn's Stores sell single packs non self-service and controlled self-service.
- When a decision is made to merchandise single packs, RJR has the necessary relations to gain all merchandising.

Personal

Spouse: Deceased **Address:** 281 Longhill Drive
Short Hills, NJ 07078

Interests: Golf

51853 1556

6/96

Source: https://www.industrydocuments.ucsf.edu/docs/fhmn0000

Name: James Sumas **Title:** Chairman

Account Overview

Village Supermarkets
733 Mountain Avenue
Springfield, NJ 07081

Telephone: (201) 467-2200
FAX: (201)-467-6582

- Trading Area: NJ and PA
- Type of Operation: Supermarkets
- Number of Company-Owned Retail Outlets: 19
- If Wholesale Operation, Number of Retail Outlets Served: N/A
- If Wholesale Operation, Major Chains/Group Stores Supplied: N/A
- Major Competitors: Pathmark, Acme, Foodtown, A&P and Grand Union

History of Chain/Account

- Chain founded as single store in 1938. Original founding member of Shop Rite Co-op which now numbers 178 high volume supermarkets located in NJ, NY, PA, DE, and CT.
- The company also owns a Shop Rite group of 7 stores located in Southern New Jersey - Starn's Shop Rite.
- In 1992, with a dramatic decline in net earnings due to the recession and increased competition, Village closed one store and sold off one store.
- Shop Rite as a store group is the number one grocery retailer in this market.

Business Profile

Direct Account (Yes/No): No **EFT (Yes/No/NA):** N/A **% EFT:** N/A
Focus Status: N/A
If not direct, major cigarette supplier: Wakefern Food Corporation

- Although most stores do not display, advertise or participate in cigarette contractual programs, this chain averages sales of 500+ cartons per week.
- Robert and James Sumas are extremely active in the operation of their supplier, food co-op Wakefern. Both individuals sit on the board and buying committees.
- Average weekly ACV - $450,000

Merchandising Profile

General Comments

- Signed NSS Carton contract and SDI Savings Display contract 2/95 (NSL2A). Retail Partner retail accrual match contract.
- The original Village Group of stores does not merchandise single packs. Packs are sold from vending machines. A number of presentations have been made with regard to this issue.
- Recently purchased, Starn's Stores sell single packs non self-service and controlled self-service.
- When a decision is made to merchandise single packs, RJR has the necessary relations to gain all merchandising.

Personal

Spouse: Helen **Address:** Shalebrook Dr.
Morristown, NJ 07960

Interests: Golf

- James sits on the Board of Wakefern and is very influential in the decision making process.

51853 1557

6/96

Source: https://www.industrydocuments.ucsf.edu/docs/fhmn0000

Name: Jim McGuire ***Title:*** Group Vice President	***Company:*** Twin County Grocers Edison , New Jersey
Address: 145 Talmadge Road Edison, New Jersey 08818	**Telephone:** 908-287-4600 **Fax:** 908-248-8099 **Chain/SIS #:**

History/General Information of Chain/Account (I.E., ownership, acquisitions, restructuring, etc.)

- Twin County Grocers, Inc. was formed by Foodtown Supermarket Owners in 1944. Further growth required the Co-Op to move to a larger facility in Linden, N. J. in 1950. A new distribution center was built in Edison, N. J. in 1968. The Co-Op services 50 Member Groups and a total of 183 stores. Annual sales exceed $ 1 Billion Dollars.

Business Profile

- **Trading Area:** New York, New jersey, and Conn.
- **Type of Operation:** Wholesale grocery co-op
- **Partners Plan/Participation:** Plan A
- **Private Label:** no
- **Direct Account (Yes/No):** yes • **EFT (Yes/No/NA):** yes • **% EFT:** 100%
- **If Wholesaler, Number of Branches:** main only
- **If Wholesaler, Number of Retail Outlets Served:** 183
- **If Wholesaler, Major Chains Supplied:** Norkus Foodtown, Circus Foodtown, Weisek, Vitale
- **If Not Direct Account, Major Cigarette Supplier:**

Merchandising Profile

- Member stores participate in various RJR Retail Partners Programs. The majority of stores have RJR/PM Co-Existence.

Current RJR Business Issues ***(Hot Topics)***

- Co-Op recently lost 30 store Mayfair Foodtown Group when it was purchased by Edwards. Mayfair account for approximately 22% of Twin County's cigarette volume, and 30% of overall warehouse volume.
- The Co-Op signed a Plan A Wholesale Partners Agreement effective Jan 1. This customer was previously on Plan B.

Personal

Spouse: Betty **Home Address:** 43 John Street, Ridgewood, N. J. 07450

Interests: Golf, basketball refereeing, and volunteer work for Covenent House, New York City

Education/Civic-Political-Business Associations and Activities/Etc.

- **Graduated from Fordham University in 1963, MBA n 1972**
- **Jim and Betty have 4 children.**
- **Began career in food industry with Grand Union. Rose to VP Position during 18 years there. Join Twin County in 1984.**
- **Named Man Of The Year by Catholic Institute of Food Industry in 1984.**
- **Active volunteer for Covenent House. Chairman of their Annual Golf/Tennis Outing for the food industry.**
- **Very active in food industry organizations.**
- **Member of the Knights of Columbus.**

51853 1558

8/8/96

Source: https://www.industrydocuments.ucsf.edu/docs/fhmn0000

Name: ***Title:***	***Company:***
Address:	**Telephone:** **Fax:** **Chain/SIS #:**

History/General Information of Chain/Account (I.E., ownership, acquisitions, restructuring, etc.)

•

Business Profile

- **Trading Area:**
- **Type of Operation:**
- **Partners Plan/Participation:**
- **Private Label:**
- **Direct Account (Yes/No):** • **EFT (Yes/No/NA):** • **% EFT:**
- **If Wholesaler, Number of Branches:**
- **If Wholesaler, Number of Retail Outlets Served:**
- **If Wholesaler, Major Chains Supplied:**
- **If Not Direct Account, Major Cigarette Supplier:**

Merchandising Profile

•

Current RJR Business Issues ***(Hot Topics)***

•

Personal

Spouse: **Home Address:**

Interests:

Education/Civic-Political-Business Associations and Activities/Etc.

•

51853 1559

8/8/96

Source: https://www.industrydocuments.ucsf.edu/docs/fhmn0000